

Name: _____ Date: _____

Logo Logistics

Directions: Use this planning sheet to think through the design of your logo. Keep in mind that the best logos are simple (think Nike, McDonald's, Apple). At the end of each draft stage, ask yourself "Is it describable, memorable, effective with or without color, and effective at any size?"

I am creating a logo for _____

Design Element	Ideas	Rationale
Shape – What shape will your logo be? In what way is this shape significant? What do you want people to think of when they see it? Is it recognizable? Are there any unintended meanings people might attribute to your shape?		
Color – What colors will you use? Why? What connotations do these colors carry? Would your logo be just as effective without color?		
Characters – Will you include characters or words in your logo? Why or why not? If so, which ones? Why?		
Typeface – Which typeface will any text be printed in? What effects does use this typeface help you achieve?		
Presence – Do you fill white space with meaningful elements? Be careful of using too much space on graphics or words that don't really "count".		
Contrast – Do the elements in your design contrast well? Are they clear?		